This listing of claims will replace all prior versions, and listings of claims in the application:

LISTING OF CLAIMS:

Claim 1.   (Currently amended) A method ~~for tracking the distribution of content electronically~~, comprising ~~the steps of~~:

(a) incorporating ~~an electronic storage medium~~ a tracking identifier onto a ~~standalone~~ an electronic storage medium;

(b) tracking the electronic storage medium while being shipped between various entities using the tracking identifier;

(c) detecting the tracking information when the ~~standalone~~ electronic storage medium is coupled with a computer;

(d) transmitting the tracking information to a server computer; and

(e) determining appropriate support information utilizing logic in the server computer to transmit to the computer.

Claim 2.   (Currently amended) A method ~~for tracking the distribution of content electronically~~ as recited in claim 1, wherein the server computer performs a table lookup to determine the retailer that sold the package.

Claim 3.   (Currently amended) A method ~~for tracking the distribution of content electronically~~ as recited in claim 1, wherein the server computer is coupled to the computer via a network.

Claim 4.   (Currently amended) A method ~~for tracking the distribution of content electronically~~ as recited in claim 1, wherein the server computer transmits information utilizing an internet protocol.

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Claim 5.   (Currently amended) A method ~~for tracking the distribution of content electronically~~ as recited in claim 1, wherein a transaction is written to a database memorializing processing.

Claim 6.   (Currently amended) A method ~~for tracking the distribution of content electronically~~ as recited in claim 1, wherein support information is passed to the server to identify pertinent support information.

Claim 7. (Currently amended) An apparatus ~~for tracking the distribution of content electronically~~, comprising;

~~(a)~~ ~~a standalone optical disc~~ an electronic storage medium having a ~~burst cut area~~ digital code; ~~and~~

~~(b) a digital code stored in the burst cut area;~~

~~(c)~~ the digital code representative of an identifier of content on the ~~optical disc~~ electronic storage medium;

means for tracking the electronic storage medium while being shipped between various entities using the identifier;

~~(d)~~ the apparatus including logic that detects the tracking information when the electronic storage medium is coupled with a computer;

~~(e)~~ the apparatus including logic that transmits the tracking information to a server computer; and

~~(f)~~ the apparatus including logic in the server computer that determines appropriate support information utilizing logic in the server computer to transmit to the computer.

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Claim 8. (Currently amended) An apparatus ~~for tracking the distribution of content electronically~~ as recited in claim 7, wherein the server computer performs a table lookup to determine the retailer that sold the package.

Claim 9. (Currently amended) An apparatus ~~for tracking the distribution of content electronically~~ as recited in claim 7, wherein the server computer is coupled to the computer via a network.

Claim 10. (Currently amended) An apparatus ~~for tracking the distribution of content electronically~~ as recited in claim 7, wherein the server computer transmits information utilizing an internet protocol.

Claim 11. (Currently amended) An apparatus ~~for tracking the distribution of content electronically~~ as recited in claim 7, wherein a transaction is written to a database memorializing processing.

Claim 12. (Currently amended) A program embodied on a computer readable medium for identifying and providing a response to the use of ~~a standalone~~ an electronic storage medium having an identifier incorporated thereon, the program comprising:
   ~~(a)~~ a code segment that reads the identifier of the electronic storage medium ~~upon being input into a computer by a user~~;
   <u>a code segment for tracking the electronic medium while being shipped between various entities using tracking identifier and adding further tracking information to a database;</u>
   ~~(b)~~ a code segment that detects the tracking information when the package is coupled with a computer;

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(c) a code segment that transmits the tracking information to a server computer; and

(d) a code segment in the server computer that determines appropriate support information utilizing logic in the server computer to transmit to the computer.

Claim 13. (Currently amended) The program ~~for identifying and providing a response to use of an electronic storage medium having an identifier incorporated thereon~~ as recited in claim 12, wherein the server computer performs a table lookup to determine the retailer that sold the package.

Claim 14. (Currently amended) The program ~~for identifying and providing a response to use of an electronic storage medium having an identifier incorporated thereon~~ as recited in claim 12, wherein the server computer is coupled to the computer via a network.

Claim 15. (Currently amended) The program ~~for identifying and providing a response to use of an electronic storage medium having an identifier incorporated thereon~~ as recited in claim 12, wherein the server computer initiates support of authorized information utilizing a transaction from the server computer.

Claim 16. (Currently amended) The program ~~for identifying and providing a response to use of an electronic storage medium having an identifier incorporated thereon~~ as recited in claim 12, wherein a transaction is written to a database memorializing processing.

Claim 17. (Currently amended) The program ~~for identifying and providing a response to use of an electronic storage medium having an identifier incorporated~~

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~~thereon~~ as recited in claim 12, including a code segment that receives live support information from the server computer.

Claim 18. (Currently amended) The program ~~for identifying and providing a response to use of an electronic storage medium having an identifier incorporated thereon~~ as recited in claim 17, including a code segment that transmits support criteria to the server computer.

Claim 19. (Currently amended) The program ~~for identifying and providing a response to use of an electronic storage medium having an identifier incorporated thereon~~ as recited in claim 12, including a code segment that posts support indicia of video, user information, and a suitable player to a database.

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